

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
OREGON	2,842,321	3,421,399	3,555,010	3,781,410
MEDIAN AGE (YRS)		36.3	37.0	38.1
PORTLAND, OR	1,515,452	1,918,009	2,013,062	2,173,732
MEDIAN AGE (YRS)		34.8	35.6	37.1
HISPANICS (ANY RACE)		142,444	160,547	191,232
STATE'S PERCENTAGE		7.43%	7.98%	8.80%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	1,621,090	1,685,905	1,796,595
MSA'S PERCENTAGE	84.52	87.90	93.67
MEDIAN AGE (YRS)	36.5	37.5	39.2
BLACK/AFRICAN-AMERICAN	51,425	54,925	59,537
MSA'S PERCENTAGE	2.68	2.86	3.10
MEDIAN AGE (YRS)	29.8	30.0	30.3
AMERICAN INDIAN/NATIVE	16,857	18,157	20,154
MSA'S PERCENTAGE	0.88	0.95	1.05
MEDIAN AGE (YRS)	30.3	30.0	29.6
ASIAN	87,940	97,507	113,085
MSA'S PERCENTAGE	4.58	5.08	5.90
MEDIAN AGE (YRS)	31.9	32.9	35.5
HAWAII/PACIFIC ISLANDER	5,635	6,099	6,894
MSA'S PERCENTAGE	0.29	0.32	0.36
MEDIAN AGE (YRS)	26.1	26.0	26.3
OTHER	71,941	82,417	99,505
MSA'S PERCENTAGE	3.75	4.30	5.19
MEDIAN AGE (YRS)	23.6	24.6	25.8

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	456,491	474,268
SUBURBAN	1,398,871	1,532,230
RURAL	157,700	167,234

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$53,510	-----	
PER CAPITA	\$26,521	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$34,337,211,000	\$45,405,128,000	32.23%
FOOD AT HOME TOTAL	\$4,036,527,700	\$4,830,667,900	19.67%
FOOD AWAY FROM HOME TOTAL	\$3,762,326,700	\$4,884,313,600	29.82%
FOOD AS % OF TOTAL EXPENDITURES	22.71%	21.40%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$708,969,700	\$859,567,700	21.24%
FISH & SEAFOOD PRODUCTS	\$76,723,500	\$92,156,800	20.12%
FRUITS & VEGETABLES	\$468,643,100	\$552,227,300	17.84%
DAIRY PRODUCTS	\$458,858,000	\$546,669,900	19.14%
BAKERY PRODUCTS	\$434,708,400	\$505,333,600	16.25%
CEREALS & PRODUCTS	\$221,798,800	\$270,851,600	22.12%
PREPARED FOODS	\$709,548,900	\$851,090,400	19.95%
JUICES	\$114,414,200	\$134,766,400	17.79%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$255,360,700	\$365,060,500	42.96%
FAST FOOD	\$99,041,200	\$136,911,800	38.24%
FULL SERVICE	\$156,319,500	\$228,148,700	45.95%
LUNCH	\$894,825,900	\$1,156,326,100	29.22%
FAST FOOD	\$514,075,400	\$645,762,900	25.62%
FULL SERVICE	\$380,750,500	\$510,563,200	34.09%
DINNER	\$1,354,303,100	\$1,795,328,600	32.56%
FAST FOOD	\$490,384,000	\$620,064,500	26.44%
FULL SERVICE	\$863,919,100	\$1,175,264,100	36.04%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$911	\$1,024	12.40%
POULTRY	\$295	\$332	12.54%
EGGS	\$49	\$54	10.20%
FISH & SEAFOOD			
FRESH	\$51	\$56	9.80%
FROZEN	\$29	\$34	17.24%
CANNED	\$18	\$19	5.56%
FRUITS / VEGETABLES			
FRESH	\$431	\$474	9.98%
CANNED	\$82	\$92	12.20%
FROZEN	\$66	\$68	3.03%
OTHER	\$24	\$23	-4.17%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$173	\$188	8.67%
CHEESE	\$160	\$169	5.62%
ICE CREAM	\$98	\$108	10.20%
BUTTER / MARGARINE	\$45	\$55	22.22%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$436	\$471	8.03%
COOKIES	\$77	\$82	6.49%
CRACKERS	\$46	\$49	6.52%
CEREALS & PRODUCTS			
CEREALS	\$162	\$174	7.41%
PASTA PRODUCTS	\$57	\$67	17.54%
FLOUR & MIXES	\$37	\$45	21.62%
RICE	\$30	\$37	23.33%
PREPARED FOODS			
SNACKS/CHIPS	\$142	\$166	16.90%
JUICES	\$147	\$161	9.52%
FROZEN/PREP. OTHER	\$122	\$143	17.21%
SOUPS	\$66	\$78	18.18%
SAUCES & GRAVIES	\$75	\$75	0.00%
BABY FOOD	\$46	\$52	13.04%
FROZEN MEALS	\$54	\$61	12.96%
NUTS	\$32	\$35	9.38%
SALADS	\$31	\$38	22.58%

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